

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application.

Claims 1-105 (Cancelled)

106. (New) An apparatus comprising:

a smart card having an embedded microprocessor and a storage medium;

user preference information for media consumption stored in the storage medium, wherein the user preference information includes at least a television preference and a web browsing preference;

a template database stored in the storage medium, the template database including a plurality of user preference templates that are each compatible with a different type of electronic entertainment device,

wherein each of the plurality of user preference templates is to identify user preferences for media consumption on one of the different types of electronic entertainment devices, and

wherein the plurality of user preference templates includes a first user preference template that is compatible with a television and a second user preference template that is compatible with a computer having a web browser.

107. (New) The apparatus of claim 106, further comprising a template to store manually entered user preferences for an electronic entertainment device and a different template to store user preferences determined from usage history for the electronic entertainment device.

108. (New) The apparatus of claim 106, wherein the user preference information comprises user preference information that is prioritized based on whether it was manually entered or determined through usage history.
109. (New) The apparatus of claim 106, wherein the user preference information comprises user preference information in an extensible markup language format.
110. (New) The apparatus of claim 106, further comprising instructions stored in the storage medium that if executed cause the logic circuit to dynamically update the user preference information based on user activity.
111. (New) An apparatus comprising:
- a portable medium having a logic circuit and a machine-readable medium;
- user preference information for media consumption stored in a machine-readable format in the machine-readable medium;
- a template database stored in a machine-readable format, the template database including a plurality of user preference templates, each of the user preference templates corresponding to a different type of electronic media device,
- wherein each of the plurality of user preference templates is to identify user preferences for media consumption on one of the different types of electronic media devices,
- wherein a first user preference template of the plurality corresponds to a television, and

wherein a second user preference template of the plurality corresponds to a device selected from a personal computer, a set top box, a web terminal, a PDA, a portable media player, and a cellular phone.

- 112. (New) The apparatus of claim 111, further comprising instructions stored on the machine-readable medium that if executed cause the logic circuit to dynamically update the user preference information based on user activity.
- 113. (New) The apparatus of claim 111, further comprising a template to store manually entered user preferences for a device and a different template to store user preferences determined from usage history for the device.
- 114. (New) The apparatus of claim 111, wherein the user preference information is prioritized based on whether the user preference information was manually entered or determined through usage history.
- 115. (New) The apparatus of claim 111, wherein the user preference information is stored in an extensible markup language format.
- 116. (New) The apparatus of claim 111, further comprising instructions stored on the machine-readable medium that if executed cause the logic circuit to generate a template.
- 117. (New) The apparatus of claim 111, wherein the template database is stored on the machine-readable medium.
- 118. (New) The apparatus of claim 111, wherein the template database comprises an identification template.
- 119. (New) The apparatus of claim 111, wherein the template database comprises a user history template.

120. (New) The apparatus of claim 111, wherein the portable medium comprises a smart card.
121. (New) The apparatus of claim 111, wherein the machine-readable medium comprises a flash memory.